ABSTRACT OF THE DISCLOSURE

An improved fishing lure used for bait casting including artificial baits and leaders. The fishing lure comprises a wire body that may be formed of a superelastic alloy comprising not greater than about 20 percent of nickel and about 30 percent of chromium, with the remainder being titanium, or a semielastic alloy comprising 45 to 49 % titanium, not more than about 42 % nickel, and from about 8% to about 10% of other metals including copper at a concentration of about 5.5% to about 7.5 %, iron at a concentration of from about one to about three percent, and less than about two percent of chromium;. The wire body may have a bight and engaging divergent legs which extend from the bight. Preferably, the bight is in a generally R-shaped configuration. In one embodiment, the invention provides a fishing lure having a shape memory alloy wire body having contacting, generally flat wire surfaces to provide more rigidity to the lure, thus improving lure performance.

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